

January-February
Volume 3 - Issue 4

NER'eastah

Newsletter of the New England Regional Medical Library

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**AD-Perspective****The Healthy Community Movement**

While Healthy Community initiatives have been around for several decades, I thought it would be a good idea to provide a brief background. Librarian involvement in several types of outreach partnerships is also not new. The collaborative work of a Healthy Community described below may provide opportunities for librarians to fill the information void within a Healthy Community collaboration.

The Healthy Communities Movement is a collaborative approach to improving the health and quality of life at the community or local level. The Healthy Communities approach takes a broad view of health and includes a large cross-section of the community. Health is not just restricted to medical care. Community involvement would include citizens, support groups, public health workers, municipal workers, business leaders, health educators, nurses, and doctors. These collaborations do the work of assessing the communities assets, formulating a vision for the community, and developing and implementing strategies that address local health concerns.

History

The Canadian Health Minister's "New Perspective on the Health of Canadians" (1974) is considered the origin of the community Health movement. The report made the connection between health and overall living conditions, environment and behaviors. The report focused more attention on the individual's responsibility in changing behavior.

In 1978 the World Health Organization's Alma Ata Declaration made the connection between changing the social factors in a community to improve overall health. The declaration called upon the health care sector to work with people to make decisions that affect health in ways that are affordable, acceptable, and sustainable in the long term. (Vollman, page 7). The Declaration recognized the following elements as necessary for overall health:

- Education about health problems, disease prevention and control
- Safe food and adequate nutrition

- Safe water and basic sanitation
- Immunization against infectious diseases
- Prevention of local diseases
- Appropriate treatment of common diseases and injuries
- Essential medications

While the World Health Organization sponsored 34 'Healthy City' efforts in 1988, The first Healthy Community initiatives were begun in the United States in 1987 (California Healthy Cities and Healthy Boston). In 1989 the DHHS' Office of Disease Prevention and Health Promotion sponsored the Healthy Communities Action Project through the National Civic League.

In the 90s several states have sponsored health community programs and training initiatives through their public health office. Other Healthy Community initiatives and networks can exist through hospitals or other agencies. While healthy community initiatives have the common goal of improving overall health, initiatives can adopt varying models for assessing and addressing a selected health problem.

Principles and values

Healthy Community principles and values have been elaborated and are described by the Community Initiatives web site. (www.communityinitiatives.com/article3.html)

- Broad definitions of health and community
- A shared vision reflecting its core values
- Improved quality of life for everyone
- Diverse participation and widespread ownership
- Invests in leadership development
- Focus on systems change: that resources and decision making is shared throughout the community
- Identify and develop local assets: resources, talents, skills
- Benchmarks and measures of progress and outcomes

Examples

Throughout the previous decades, The University of Massachusetts Medical School program called Community Partners has sponsored Healthy Communities in North Quabbin, the Lower Outer Cape, and Northern Berkshire. Healthy Communities Massachusetts was created in 1994 to offer training and networking to healthy community initiatives throughout the commonwealth. The Office of Healthy Communities (<http://www.state.ma.us/dph/ohc/ohc.htm>), part of Massachusetts Department of Public Health sponsors a network of training and resource centers for Healthy Community initiatives.

The Maine Network of Healthy Communities (www.thehcnetwork.org/mnhc.html) is also a statewide network of community coalitions. Its four core functions are promoting public policy changes, work with coalitions in collecting data, training and capacity building, and communication. Fifteen coalitions throughout the state make up the network. Healthy Greater

Franklin County, Southern Kennebec, Fairfield are a few examples.

Ongoing funding for Healthy Community initiatives can be problematic. Few dollars are available from private funders and the broad nature of the Healthy Community process does not lend itself to the specific program categories of funding available from the federal government. Some initiatives and networks have been funded by the states, though state budgets are always precarious.

Despite spanning three decades, it remains to be seen whether the Healthy Communities Movement will be a longstanding method for improving health. Healthy Community coalitions that survive do so because they've remained faithful to the process. These initiatives are also able to produce results and relationships that call for continued involvement from participants.

If member libraries have been involved with a Healthy Community initiative please tell us about it! javier.crespo@umassmed.edu

Sources

Norris, T; Pittman, M. "The Healthy Communities Movement and the Coalition for Healthier Cities and Communities" Public Health Reports, Vol 115 March/April and May/June 2000. (<http://www.communityinitiatives.com/articl23.html>)

Vollman, R; Anderson, E; McFarlane, J.; Canadian Community as Partner., Chapter 1: Population Health Promotion Lippincott Williams & Wilkins, 2004. (<http://connection.lww.com/Products/vollman/documents/Ch01.pdf>)

Wolff, T. "The Healthy Communities Movement: A Time for Transformation". National Civic Review, Vol. 92, No. 2, summer 2003, pp. 95-111. (<http://www.ncl.org/publications/ncr/92-2/Wolff92-2.pdf>)

Links to Look at:

Community Initiatives (<http://www.communityinitiatives.com>) Community Initiatives is a national training and consulting group. Many of its principals have shaped the Healthy Communities movement worldwide.

Massachusetts Department of Public Health, The Office of Healthy Communities (<http://www.state.ma.us/dph/ohc/ohc.htm>) The Office of Healthy Communities coordinates "all existing interdepartmental community health efforts that improve the health and quality of life of the community..."

Maine Network of Healthy Communities (<http://www.thehcnetwork.org/mnhc.html>) "We are a statewide network of community coalitions working to enhance physical, social, emotional, environmental and economic health in Maine"

Javier Crespo, Associate Director



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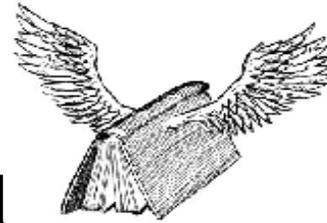
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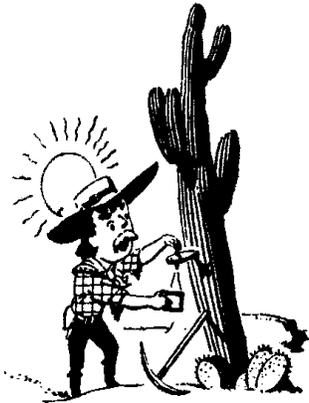
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ILL Advised



NETWORK NUGGETS

A selection of "resource sharing" questions received by the NER office, prospected and reprinted for the benefit of regional members

Question-1:

Why is no dollar value indicated next to library groups under "Copy Services & Fees" in the DOCLINE Institution Record?

Response-1:

There are two choices for a library group to indicate Copy Base Fee -

[a.] Input the fee agreed to by everyone in the group; -or-

[b.] Input Null, which is more often the case. Resource Libraries may want to charge fellow Consortium members for their interlibrary loans, so it would not be uncommon to find an appropriate comment displayed, such as: "Fees vary".

Question-2:

When I originally input my serial holdings into DOCLINE, I used "Retained for a Limited Period" for my Retention Policy and indicated "Last 10 years" for my Holdings Owned. This year, I thought it might be helpful for me to redo these holdings with specific volumes and years. I couldn't see a way to change the "10 Years" format to a new one for specific volumes/years. Do I have to start over, delete the old record, and enter a new one with the specific volumes and years?

Response-2:

When you update your serial holdings records, and change the Retention Policy from "Retained for a Limited Period" to "Permanently Retained" (by selecting the appropriate radio button), the right side of the screen will change its display to reflect either input of a limited period (such as "latest 10 years") or input of volumes and years.

Question-3:

In the Requests module, why don't requests that get rejected because of "Beyond Routing Map" show up in the "Activity and Status" screen on the Docline Home page?

Response-3:

When requests retire, a link displays on the DOCLINE Home page. Clicking on the link displays the requests in Status/Cancel where you can view the receipt, view the routing history and resubmit the request with any necessary changes (cost, delivery method, Refer to Resource Libraries, etc.).

Detailed instructions are available in the online help manual:

http://www.nlm.nih.gov/docline/docline_manual/requests/statuscancel.html#Home

See also:

FAQ -- Reviewing "Retired Unfilled" Requests:

http://www.nlm.nih.gov/services/doc_retired_unfilled.html

FAQ -- What to check before resubmitting requests:

For additional information, please refer to the FAQ on the NLM web site:

http://www.nlm.nih.gov/services/doc_titlechange.html



Please send your questions to Mark Goldstein at:
mark.goldstein@umassmed.edu 508-856-5964

Who knows? -

It might be one of those "nuggets" of information everyone else's been prospectin' for!



DOCLINE Updates

NLM released the following DOCLINE yearly reports on Friday, February 6, 2004:

1-1AY Summary DOCLINE Borrower Statistics
1-1BY Summary DOCLINE Lender Statistics
1-2AY Detailed DOCLINE Borrower Statistics
1-2BY Detailed DOCLINE Lender Statistics
1-8B Ranked List of Serial Titles Requested (January - December 2003)

It is recommended to download copies of these statistical reports to hard copy, since only statistics for the last two quarters are accessible at one time. For example, when the next quarterly reports (January-March 2004) is released in April, the "July-September 2003" reports will be removed from the NLM server. Similarly, this July, when the next semi-annual installment of the "Ranked List of Serial Titles Requested" is released, the "July 2002 - June 2003" report will be removed.

Further schedule information may be found in the DOCLINE - Quarterly Reports (Statistics) FAQ at:

http://www.nlm.nih.gov/services/doc_quarterly_reports.html

Instructions for downloading and printing reports may be found in the DOCLINE Help section 'Requests Reports' or at:

<http://www.nlm.nih.gov/services/faqdocline.html#reports>



Several RML's (including the NER) are currently working with NLM's National Center for Biotechnology Information (NCBI) to develop and disseminate a two new nationally adopted training modules for LinkOut.

NCBI's goal is to conduct a LinkOut Basics course that would be first presented to RML LinkOut representatives and other RML staff who are interested in learning more about LinkOut. Along with the LinkOut Basics course, NCBI is expected to also develop an Advanced Topics course.

Both courses hopefully will be ready for presentation on the NIH campus in May for MLA attendees and for CE credit.



OPEN ACCESS PUBLISHING



PLoS LAUNCHES NEW PUBLISHING MODEL WITH INSTITUTIONAL MEMBERSHIPS

The Public Library of Science (PloS), a nonprofit advocacy organization and open-access publisher, announced its new Institutional Membership program earlier this month. According to PLoS, institutional memberships provide a mechanism through which libraries and other institutions can support open-access and provide incentives, via publication charge discounts, for their researchers to publish in PloS open-access journals. Information and applications are available at:

<http://www.plos.org/support/instmembership.html>

Emory Conference Webcasts Now Available

The webcasts and presentations from the January 7th "Open Access Publishing Conference" sponsored by the CDC and the Woodruff Health Sciences Center Library of Emory University are now available on the web at:

<http://ada.healthsci.emory.edu/openaccess/>



HOSPITAL LIBRARY ACCREDITATION

In December, 2003, a small group of health science librarians attended an impromptu meeting in Connecticut to discuss how to replicate the "success story" that occurred in Connecticut for the other states in the New England region. In 2002, the Connecticut Medical Society adopted a set of

standards for hospital libraries that were initially drafted and promoted by the Medical Library Association (MLA). The main goal of the standards is to have each hospital employing a library staff of the appropriate size, as determined by the staffing standard. For the larger hospitals: more than one librarian. For the smaller hospitals: a part-time person.

Attending the December meeting were: Jeannine Gluck and Robin Hassig (both instrumental in the Connecticut success); Anne Fladger, Claire LaForce, and Mark Goldstein, who were representing the interests of Massachusetts, Vermont, and New Hampshire, respectively. Anne is in close contact with the Massachusetts Medical Society, and expects adoption of MLA-recommended standards sometime later this year. Claire has already had an initial meeting with a medical staff director in Vermont. And Mark has been filling in as a proxy for New Hampshire, but Sheila Hayes will eventually become the leading HSL advocate role for her state.

Hopefully, if we realize a soon anticipated "success story" in Massachusetts, we'll be able to capitalize on the momentum and bring the rest of the region's medical societies along. A similar effort has already begun to take hold in New York and Pennsylvania, as well.

Interested in getting involved? Or, maybe you'd just like some more detailed information on the topic?

Please contact Mark at the RML:

508-856-5964 -or- mark.goldstein@umassmed.edu.

A **L**  **K** TO THE FUTURE

HOLD THAT DATE: Friday, May 14, 2004

Our **Annual Resource Sharing Meeting*** will be held at the Hoagland-Pincus Conference Center on the campus of UMASS Shrewsbury.

** formerly "Annual ILL Meeting"*

- An agenda will be posted to the NAHSL-L listserv soon
 - Theme for the meeting: "Consortial purchasing groups and cooperative/shared purchase agreements"
 - Speakers: Jonathan Lord (UVA) & Barbara Preece (BLC)
-



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INside OUTreach

Where in the world are those NER people?

The NER is coming up on one of the busiest times of its year. In the next few months, you'll find the NER staff exhibiting at the following meetings:

HIMSS - Healthcare Management and Information Systems Society

<http://conference.himss.org/ASP/index.asp>

February 22-26, 2004

Orlando, FL

NSTA - National Science Teachers Association

<http://www.nsta.org/>

April 1-4, 2004

Atlanta, GA

CLA - Connecticut Library Association

<http://cla.uconn.edu/>

April 19-21, 2004

Groton, CT

MLA - Massachusetts Library Association

<http://www.masslib.org/>

April 28-30, 2004

Falmouth, MA

AACE - American Assoc of Clinical Endocrinologists

<http://www.aace.com/>

April 28 - May 2, 2004

Boston, MA

Not all staff go to every exhibit, of course. Those who are not exhibiting will be presenting PubMed classes, teaching Consumer Health sessions, doing Docline overviews, giving introductions to Toxnet, answering your questions, and supporting the region.

CME (physicians) and CE (for medical librarians)

Remember that the NER staff can assist you by presenting PubMed classes for CME or CE credits. Please contact Donna Berryman, Outreach Coordinator, if you are interested in these.

Also, please remember that you, as a medical librarian in the region, can also do PubMed classes and offer CME credit through NIH/FAES. If you are interested in learning more about this, please see and call Donna for additional information.

Entrez - The Life Sciences Search Engine

NCBI has put together a new cross-database search engine for all the Entrez databases. Take a look at it at <http://www.ncbi.nlm.nih.gov/gquery/gquery.fcgi?tool=toolbar>

Some new and interesting items from the *NLM Technical Bulletin*

Coffee Break: From NCBI, Coffee Break is "is a collection of short stories and interactive tutorials about recent biomedical discoveries. These snapshots of science are short enough to be enjoyed over a cup of coffee but also give a detailed report on a molecular topic." The Coffee Break items are now available in the PubMed Bookshelf and are indexed and searchable. Read the article at http://www.nlm.nih.gov/pubs/techbull/nd03/nd03_coffee_break.html

Additional journals participating in PubMed Central:

Clinical and Molecular Allergy

PubMed Central URL:

<http://www.pubmedcentral.gov/tocrender.fcgi?action=archive&journal=226>

Journal of Circadian Rhythms

PubMed Central URL:

<http://www.pubmedcentral.gov/tocrender.fcgi?action=archive&journal=225>

PLoS Biology

PubMed Central URL:

<http://www.pubmedcentral.nih.gov/tocrender.fcgi?action=archive&journal=212>

"Upload Holdings" Feature Added to LinkOut: Even if your library does not participate in SERHOLD, to display your print holdings in LinkOut. Read the article at http://www.nlm.nih.gov/pubs/techbull/nd03/nd03_technote.html#linkout

Search filters for health care quality and costs from NICHSR (National Information Center

on Health Services Research and Health Care Technology). Read the article at http://www.nlm.nih.gov/pubs/techbull/jf04/jf04_hsr.html

The HSR (Health Services Research) filters have been developed to help searchers more easily identify HSR studies in PubMed. The filters are being beta tested now and are available for your use. They are located at: <http://www.nlm.nih.gov/nichsr/hedges/search.html>

If you are familiar with PubMed's Clinical Queries, you'll see that there is some similarity between the HSR filters and Clinical Queries. Each requires that you choose between one of two options:

PubMed Clinical Queries	HSR Search Filters
Clinical Queries	Quality-Related Queries
Systematic Reviews	Cost-Related Queries

Additionally, a category and an emphasis must be selected:

PubMed Clinical Queries	HSR Search Filters
Category:	Category (Quality related):
Therapy	Appropriateness
Diagnosis	Process assessment
Etiology	Outcomes assessment
Prognosis	Clinical practice guidelines
Emphasis:	Emphasis:
Sensitive search (broad)	Sensitive search (broad)
Specific search (narrow)	Specific search (narrow)
	Category (Cost related):
	Costs
	Economics

Finally, search terms are typed in the search box and the search is run.

Please be sure to read the definitions for the categories.

Wondering how to stay on top of all this information? NLM has an email list that will help you. It's called NLM-Announces. You'll get one email per week informing you of changes to NLM web pages. This includes notification of articles added to the Technical Bulletin.

Donna Berryman, Outreach Coordinator

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PubMed Particulars

Overlooked, Underused, and (sometimes) Misunderstood: Some PubMed Features

(1) HELP

Accessible from the blue sidebar on PubMed, the Help and FAQ sections are actually useful, unlike some other similar features you may have seen on other databases. In these, you'll find:

■ A listing of all available search field qualifiers (aka "search tags") - these are terms enclosed in square brackets that direct PubMed to search a particular field:

- To find all citations from the journal Blood, for example, use
 - Blood[journal]
 - Blood [ta]
- To find the words "rooster attacks" in the title of an article, use
 - Rooster[title] AND attacks[title]
 - Rooster[ti] AND attacks[ti]
- To find all the articles containing "yogi" as a text word, use
 - Yogi [tw]
- To find articles that show the corporate author name as CDC, use
 - -CDC[cn]

■ A listing of all the titles contained in the "Core clinical journals" subset in PubMed

■ How to save a search strategy using the URL button that appears on the Details screen

■ How to limit your searches to a subset of consumer health journals (a subset not available from the Limits screen in PubMed)

■ Lots and lots of other useful information. Check it out.

(2) CUBBY

Cubby is PubMed's way of offering searchers a chance to save search strategies. Clipboard saves search results (citations), but Cubby saves the search strategies for future use. Many PubMed searchers are aware that Cubby is useful for current awareness searching on a particular subject of interest to them. Many are not aware that Cubby can be useful in other ways, too. Here are some examples:

■ Locally held titles and/or free full text (not LinkOut for Libraries)

- If a library has not activated LinkOut for Libraries, PubMed users can create a search for locally held titles, save that search in the Cubby, and have it available every time they do a search.
 - Look up locally owned titles in the Journals Database
 - Select a title and then use the "Send to Search Box with OR" option to add each title to the search strategy.
 - When all titles have been selected, click on "Search PubMed"
 - Open Cubby and save the search naming it something like "Local Journals".
 - Now, whenever you want to limit your search to locally held titles, open your Cubby and run the "Local Journals" search. It will show up in History and then can be combined with any subject search.
- Free full text, including PubMed Central, can be added to that same Cubby search to provide users with quick access to online free full text.
 - After selecting journal titles but before running the PubMed search, add "OR free full -Or, run "free full text[sb]" as a stand-alone search and save it to the Cubby

■ Locally linked holdings (LinkOut for Libraries)

- For libraries that have activated LinkOut for Libraries, users can save a search in Cubby that will limit results only to those titles linked by their library:
 - Search "loprovlibrary [filter]" where library is replaced with the library's LinkOut code.
 - For example, the LinkOut library code for U Mass Med is umasslib, so the correct search form would be: loprovumasslib[filter] to limit to holdings linked by the U Mass Med library.

■ Preferences in Cubby

- Searchers who have privileges with more than one library can set their Cubby account to show the LinkOut icons of all the libraries they use.
 - Once in Cubby, select "My LinkOut Preferences" from the blue sidebar and show or hide icons as desired.
- Store an email address in Cubby.
 - It's wonderful to be able to email citations from PubMed, but it's also a good idea to email them to yourself first - after all, most people wouldn't recognize "Sent by Entrez" as someone they receive emails from, now would they? The solution? Email citations to yourself first. If an email address is stored in Cubby, then you don't have to type it into PubMed again. It will just pop up as the default email address whenever you're logged into your Cubby.
 - Select User Preferences from the blue side bar in the Cubby to store an email address.

(3) QUOTATION MARKS AND SEARCHING IN PUBMED

■ "Quoted Phrase Not Found. See Details."

- Have you ever searched for a term in quotation marks in PubMed and received a message saying "Quoted phrase not found. See Details"? For example, if you search for "Jerusalem syndrome", you'll

Nucleotide	Protein	Genome	Structure	OMIM	PMC	Journals
▼ for "jerusalem syndrome"		Go	Clear			
Limits	Preview/Index	History	Clipboard	Details		

Quoted phrase not found.

See [Details](#).

see:

- Does this mean the phrase does not appear in any citation in PubMed? No, it simply means that PubMed doesn't know how to "read" this phrase and it tries to map it as:

Nucleotide	Protein	Genome	Structure	OMIM	PMC	Journals
▼ for "jerusalem syndrome"		Go	Clear			
Limits	Preview/Index	History	Clipboard	Details		

Query Translation:

```
(jerusalem[All Fields] AND ("syndrome"[MeSH Terms] OR syndrome[Text Word]))
```

Search

URL

- To see that "Jerusalem syndrome" actually does appear in PubMed, search: Jerusalem[ti] AND syndrome[ti]
- PubMed can only "read" phrases that are in its Phrase Table. Other phrases will be noted as "not found" and subjected to Automatic Term Mapping.
 - To see if a phrase appears in PubMed's Phrase Table - meaning PubMed will be able to "read" it, use the Preview/Index function. Select "Text Word" or "Title/Abstract" as the field
 - Enter the phrase you're looking for and click on "Index."
 - If the phrase appears, PubMed can "read" that phrase and will search for it as a phrase.

That's enough for this issue. If you have questions about PubMed, please feel free to contact me.

Donna Berryman, Outreach Coordinator

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Protect Yourself from Email Viruses!

You turn on your computer at work or home to see if you have any new email. First, you delete all the emails that include offers of low interest rates on loans, people with large sums of money who need assistance, and products that offer assorted modifications to your anatomy. Now you discover a few messages with “odd” subject lines and/or attachments. Some of them are from people you know, others are from people you don’t know. Chances are, this means another email virus or worm is making its way around the world and just landed in your “In Box”.

Hopefully by now you have paid attention to all the warnings from your Information Technology/Information Systems Department at work and have virus protection software running on your computer. Make sure you also have the same protection at home!

And just because you have virus protection software, that doesn’t mean your work is done. You need to update the software on a regular basis to add “fixes” for newly discovered viruses. Use virus protection software that automatically detects when a newer version is available. This is an easy way to keep your software up-to-date.

Below are some tips, reminders, and some useful information to limit the impact of these nasty intruders.

Definitions

- A **virus** is code written with the intention to replicate itself. It attempts to spread from computer to computer by attaching itself to a host program. It may damage hardware, software, or data.
- An **email virus** usually replicates by automatically mailing itself to dozens of people in a victim’s email address book.
- A **worm** is a subclass of a virus. A worm uses computer networks and security holes to replicate itself. A worm can exhaust memory, network bandwidth, causing a computer to stop responding.
- A virus that appears to be a useful program, but actually causes damage, is a **Trojan**

horse. For example, something that appears to be a computer game could really be a Trojan horse and destroy the data on your disk drive.

Attachments

- You already learned that you shouldn't open attachments from people you don't know. But be careful. Since many email viruses replicate by mailing itself to people in the victim's email address book, pay close attention to email attachments, even from people you know.
- You probably also know that you need to be careful about attachments with extensions .exe (executable), .bat (batch file), .scr (screensaver), and .vbs (visual basic file). Don't open these attachments unless you know who sent it AND can confirm the contents of the file with the person. You should also be aware that Windows often hides file extensions. Therefore, you need to look carefully at the attachments. For example, picture.jpg (picture) and document.doc (Word document) look innocent enough. However, the files may be named to deceive you—the full name of the files are picture.jpg.exe or document.doc.vbs. (Now these are files with and .exe and .vbs extension.) For additional information, including how to change the default extension display, please refer to:
<http://www.geocities.com/ResearchTriangle/Lab/1131/eng/safe.html>
- Check your email, browser, and operating system at least once a month to determine if there are any updates. Older software versions may have security flaws that allow unauthorized access to your system. Here are some links that may help you find new versions, upgrades, or patches:

Windows Update: <http://windowsupdate.microsoft.com/>

Netscape Update: <http://home.netscape.com/smartupdate>

Here are some sites to check out when you get receive a well-intentioned email from a friend, relative, or colleague warning you about a security threat or virus, or passing on some “useful” information discovered by a friend, of a friend, of a friend, etc.

- Computer Virus Resources from the CERT Coordination Center:
http://www.cert.org/other_sources/viruses.html
- The National Cyber Alert System Web site (<http://www.us-cert.gov/>) from the Department of Homeland Security provides timely information about current and emerging threats and vulnerabilities as well as advice about protecting your computer and networks.
- Information about computer virus myths, hoaxes, and urban legends:
<http://www.Vmyths.com>
- The Symantec AV Center provides information on the most recent virus threats, removal tools, and a Virus Encyclopedia. <http://www.symantec.com/avcenter>

- Information from Microsoft on Computer Viruses: Description, prevention, and recovery. <http://support.microsoft.com/?kbid=129972>

Here is to Safe Computing!

Penny Glassman
Technology Coordinator

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Volume 3 - Issue 4

NER'eastah

Newsletter of the New England Regional Medical Library

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CHIC CHAT

Consumer Health Information

MedlinePlus Matters

Name Change: MEDLINEplus soon to be MedlinePlus

On February 18, the National Library of Medicine will introduce some changes to MedlinePlus. In the new design, MedlinePlus appears in upper/lower case lettering, replacing "MEDLINEplus" throughout the site. This capitalization format better reflects common use of the site name. Also, you can link to the home pages of the National Library of Medicine and the National Institutes of Health from the text in the banner on every MedlinePlus page. Most notable will be the relocation of the "Home" tab on each secondary page beside the other navigational tabs. Also, the "printer-friendly version" and "e-mail to friend" icons are colored more brightly to draw users attention to these handy features.

MedlinePlus en español also reflects these improvements and clarifies some text links. "Sobre" is now "Sobre MedlinePlus." "Mapa de Contenido" is now "Índice." The toggles between English and Spanish are more prominently located as tabs on the right hand side of the banner on each page. Please note the new taglines appearing on each page, "Trusted Health Information for You" in English and "Información de Salud para Usted" in Spanish.

We know these changes will affect your promotional and educational materials and apologize for the inconvenience. We're making these changes based on your feedback and usability studies to continue improving MedlinePlus. Visit <http://www.nlm.nih.gov/medlineplus/comingsoon.html> for a preview of the new look.

-Naomi Miller
MedlinePlus Content Manager

MedlinePlus Usage Statistics for 2003

Are you wondering how many unique visitor or page views MedlinePlus had lately?

Quarterly statistics for MedlinePlus may be found at:

<http://www.nlm.nih.gov/medlineplus/usestatistics.html>. This page is linked from the MedlinePlus "About Us" page.

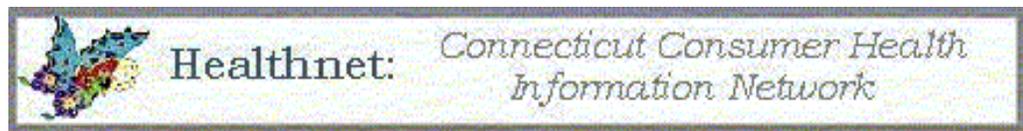
MedlinePlus Milestone for December

MedlinePlus received an 86, the highest score for a federal agency e-government web site, on the American Customer Satisfaction Index (ACSI). MedlinePlus en español received a score of 83. (Learn more about the [ACSI](#).)

Profile: UCONN Healthnet

Consumer Health Library/Program Profile

This article is the first in a series of profiles of consumer health libraries and programs throughout the New England region. The goal of the profile is to raise awareness about the best practices of consumer health libraries throughout the National Network of Libraries of Medicine/ New England Region. Ultimately, these profiles will be compiled into a publication for the NNLM/NER website about consumer health libraries and programs in New England.



Mission

The purpose of Healthnet is to help make consumer health information available to Connecticut's residents through their local public libraries and to help consumers who contact the program directly to get answers to their medical questions

Staffing/Volunteers

Alberta L. Richetelle, Program Director
Judith Kronick, Healthnet Librarian

Web Site

<http://library.uchc.edu/departm/hnet/>

Administrative Structure

As Program Director for Healthnet, Alberta Richetelle reports to the Library Director, Ralph D. Arcari, PhD.

Funding/Budget

The Healthnet program is funded as a line item in the library budget. Healthnet is not funded by grants.

Profile of User Population

Healthnet is a librarian to librarian outreach program. Programs and services are designed to assist in the development of local public libraries as primary access points for consumer health information. Consumers may also call Healthnet directly to get answers to their medical questions. Healthnet librarians also conduct workshops for consumers.

Programs & Services

Healthnet programs and services include:

- Training of public librarians in medical reference tools and techniques;
- Training programs and seminars for librarians on special consumer health topics, databases, and resources;
- Reference assistance to help public librarians answer consumer health questions from the general public;
- Research service for Connecticut residents who want consumer information related to a personal medical or health concern;
- Training for consumers on how to find quality health information on the Internet;
- Identification and evaluation of sources of consumer health information, including books, pamphlets, audiovisuals, on-line and CD-ROM databases, and Internet resources;
- Preparation of resource guides, available on the Healthnet homepage, on consumer health topics;
- Consultation on collection development related to consumer health information;
- Publication of a newsletter to keep librarians informed of new consumer health information issues and resources;
- Development of publicity programs and materials to promote public libraries as sources of consumer health information

Frequently Requested Topics

Healthnet's most frequently requested topics include: information on diseases and medical conditions, and their treatments; side effects of medications; credentials of doctors; the "best" specialists who treat certain diseases or medical conditions; best clinics that specialize in a particular disease or condition; surgical procedures, including possible complications and

recovery time; and alternative therapies. The majority of questions received concern adults, although Healthnet does receive questions pertaining to children.

Collection/Databases

Healthnet is a librarian to librarian service. With the Healthnet office located on the ground floor of the Lyman Maynard Stowe Library of the University of Connecticut Health Center, the Healthnet librarians may utilize the library's collection to answer health questions from public librarians.

Outreach

Healthnet offers a "Healthy Websites" program to public libraries. This program teaches consumers how to find quality health information on the Internet. The workshop may be one to two hours and is held during the day or evening. Healthnet will design a flyer and write a press release for use by the library hosting the program.

This past November, Healthnet sponsored a program for librarians on Alternative Medicine at the Farmington Public Library. The program featured Dr. Karen Prestwood discussing the classification of Alternative Therapies by the National Center for Complementary and Alternative Medicine and also the integration of alternative therapies into her practice. There was also a demonstration of Qi Gong, a healing art combining movement and meditation. A list of recommended books and websites on alternative medicine was developed for the program and is available on Healthnet's website at <http://library.uhc.edu/departm/hnet>.

In April of 2002, Healthnet sponsored a very successful conference in Sturbridge, MA entitled, "Consumer Health Information: Networking and Technology". This conference was attended by 89 librarians, public health professionals and clinicians.

Marketing

"Healthnet News", a newsletter for public librarians and others interested in consumer health information services, is available on the UCONN Healthnet website. This informative newsletter includes updates on programs by Healthnet, recommended reading for consumer health, and reviews of consumer health websites. Also included in the newsletter are reviews of new consumer health books recommended for purchase by public libraries and health sciences libraries with consumer health collections. Librarians may subscribe free via email notification of the publication of the current issue on the Healthnet website or they may receive a print copy in the mail for a \$10.00 yearly subscription fee.

Challenges/Obstacles for the Library

A challenge for Healthnet deals with providing training for all public library staff who work on the reference desk. Many public libraries use part-time reference librarians or support staff for this function and they may only spend a few hours a week on the reference desk. They may not have the opportunity to answer many health questions. When they're trained they don't have the opportunity to use what they've learned in a timely way. Consequently, it's difficult for them to

maintain a skill level adequate to answer health or medical questions when they come up.

Another challenge is meeting the information needs of individuals who expect to find information specific to their unique situation. Many times this is not possible because of the nature of the question. A person may want case studies of individuals of the same age who have the disease or condition. Oftentimes these case studies may not exist. Also, individuals are usually unaware of the limitations of online and print information. Much of this information may be too technical for the average person to understand or too basic to answer their specific question.

Future Plans

Future plans include reaching more people at health fairs and through organizations to tell them about the research services Healthnet provides for consumers who need medical information. Healthnet also plans to provide more training programs for librarians on different topics, similar to the program offered on alternative medicine.

Contact Information

Healthnet: Connecticut Consumer Health Information Network
Lyman Maynard Stowe Library
University of Connecticut Health Center
Farmington CT

Telephone: (860) 679-4055
E-mail: richetelle@nso.uchc.edu

Sources

Healthnet Website
<http://library.uchc.edu/departm/hnet/>

Interview with Alberta Richetelle & Judith Kronick, January 31, 2004

Michelle Eberle, Consumer Health Information Coordinator, NN/LM/NER
Alberta Richetelle, Program Director, Healthnet

In Review:

AMA Foundation's
"Health Literacy help your patients understand"

The American Medical Association created a wonderful health literacy resource for physician education. The resource includes a manual, a 20 minute instructional video, buttons to wear, and a table top display for the:

- "Health literacy: a manual for clinicians" by Barry D. Weiss, MD,
- "Health literacy: help your patients understand", a 20 minute instructional video on VHS and CD-ROM,
- "Ask me I can help" buttons to wear, information on CME credit
- Table top display with a tear pad to share information for patients on improving communications with their physician.

The 20 minute instructional video is suitable for use at CME and other educational programs for clinicians. The manual on health literacy by Barry Weiss is full of tips and strategies to enhance your patient's health literacy. Barry Weiss points out that the three main strategies to improve your patient's health literacy are to make your practice patient-friendly, to improve interpersonal communication with patients, and to create and use patient-friendly written materials.

In my former position as a hospital librarian, I served on the Patient Education Lead Team for my hospital. As a committee, we were constantly trying to find educational tools for staff that would educate clinicians about the complexity of health literacy and how to improve communication between care providers and patients. This kit provides a great opportunity for busy clinicians to learn new skills to interact more effectively with patients of different literacy levels. Ultimately, when patient education is improved; patient care is improved.

The AMA Foundation will provide free health literacy toolkits to AMA Alliance chapters and state, county and specialty medical societies that make a formal commitment to launch health literacy educational programs of their own. If you do not meet this criteria, kits may be ordered at a cost of \$35 each from the AMA Foundation.

To borrow the kit from the National Network of Libraries of Medicine/ New England Region, please contact Michelle Eberle at michelle.eberle@umassmed.edu or 508-856-2435 to borrow the kit.

Michelle Eberle
Consumer Health Information Coordinator

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THE NEWS**Free Resource for Information on Rural Issues**

Do you live in a small community? Ever look for research or statistics on a rural topic? Could you use some leads on funding opportunities to support rural health and human services? The Rural Assistance Center (RAC) is a free resource that can help.

The Rural Assistance Center (RAC) is a federally-funded information resource with a range of products and services addressing rural health and human services issues. You can contact RAC for help meeting your customers information needs, you can refer library users directly to RAC, and you can use RAC yourself to support library projects. Here are a few resources available to you and your customers:

Funding Information

The RAC web site (<http://www.raconline.org>) has a searchable database of funding opportunities. Anyone who has a project in mind to benefit a rural community can request an in-depth search for funding specific to their project and location.

Guides on Rural Topics

The RAC web site has information guides on topics such as dental health, domestic violence, tribal health, and grant writing. Guides include frequently asked questions on the topic, links to publications and online tools, organizations and contacts for more information.

Research and statistics

Librarians staff the RAC toll-free phone (1-800-270-1898) and email reference service (info@raconline.org) and offer free search services to support rural health and human services. RAC can do literature searches, help find statistics, and connect users to experts within the federal government and research communities.

News and events

The RAC web site includes news on rural issues taken daily from the Federal Register, U.S. Department of Health and Human Services press releases, and other sources. The web site also provides a calendar of events, conferences, and workshops.

How to take advantage of RAC services:

- Visit the RAC web site at <http://www.raconline.org>
- Contact RAC at 1-800-270-1898 or info@raconline.org
- Sign up on the RAC web site for twice-monthly email notices of rural news, funding opportunities, events and publications

Please use the Rural Assistance Center yourself and help spread the word about RAC in your organization and your community.

Partners In Information Access

Partners in Information Access for the Public Health Workforce is a collaboration of agencies and organizations with a common goal of helping the public health workforce find and use information effectively to improve and protect the public's health.

Agencies and organizations participating in Partners include the Agency for Healthcare Research and Quality (AHRQ), the American Public Health Association (APHA), the Association of Schools of Public Health (ASPH), the Association of State and Territorial Health Officials (ASTHO), the Centers for Disease Control and Prevention (CDC), the Health Resources and Services Administration (HRSA), the National Association of County and City Health Officials (NACCHO), the National Library of Medicine (NLM), the National Network of Libraries of Medicine (NN/LM), the Public Health Foundation (PHF), and the Society for Public Health Education (SOPHE)

A fact sheet that describes the Partners collaboration is available at <http://www.nlm.nih.gov/nno/partners.html>. A brochure with information about the National Library of Medicine's resources that are particularly relevant to public health practice is also available at http://phpartners.org/pdf/information_card.pdf.

Strengthening and promoting this collaboration is a major goal of the NLM and NN/LM, and we need your assistance. Please help us share information about the Partners collaboration and PHpartners.org by considering the addition of a link from your library's site to PHpartners.org. PHpartners.org provides news of interest to public health workers and links to public health Internet resources. In addition, your suggestions for additional content and site improvement are most welcome. Suggestions can be provided via the online suggestion box at <http://phpartners.org/suggest.html>.

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